



MRKT20057 *Global Business Marketing*

Term 2 - 2018

Profile information current as at 01/05/2024 04:48 pm

All details in this unit profile for MRKT20057 have been officially approved by CQU University and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

This unit focuses on international marketing theories, practices, skills and strategies. Students learn how to assess local and overseas markets, and the forces of the global marketing environment with an aim to develop a strategic global marketing direction. Students also learn how to formulate and manage appropriate entry strategies and global marketing mix strategies. If you have successfully completed the unit MRKT20018 you should not enrol in this unit.

Details

Career Level: *Postgraduate*

Unit Level: *Level 9*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

Co-Requisite: MRKT20052 Advanced Marketing Management

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 2 - 2018

- Brisbane
- Cairns
- Distance
- Melbourne
- Sydney

Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Postgraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Online Quiz(zes)**

Weighting: 30%

2. **Written Assessment**

Weighting: 40%

3. **Group Work**

Weighting: 30%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. critique and discuss the key concepts of global marketing environments and businesses;
2. evaluate and demonstrate major theories and current practices of global business marketing;
3. implement the research techniques for identifying and evaluating overseas markets;
4. evaluate and communicate the market entry processes of global firms; and
5. analyse and formulate market entry and marketing mix strategies for global firms.

Textbooks and Resources

Textbooks

MRKT20057

Prescribed

International Marketing : An Asia-Pacific Perspective

Edition: 7th Revised (2016)

Authors: Fletcher & Crawford

Pearson Australia

Sydney , NSW , Australia

ISBN: 9781488611162

Binding: Paperback

Additional Textbook Information

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)
- Microsoft Word and PowerPoint

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Michelle Thompson Unit Coordinator
m.thompson@cqu.edu.au

Schedule

Week 1 - 09 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
The Rationale for International Marketing and Globalisation	Text chapters 1 and 11	Unit overview: Instructions and Moodle website introduction, assessment description and due dates, careers in global marketing, unit expectations. Tutorial - 1

Week 2 - 16 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
Avoiding the Pitfalls of the International Political and Legal Environment	Text chapter 2	Tutorial - 2

Week 3 - 23 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Appreciating the Dynamics of the International Economic and Financial Environment	Text chapter 3	Tutorial - 3
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Week 4 - 30 Jul 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Tutorial - 4
Catering for the Social and Cultural Environment of International Marketing	Text chapter 4	Assessment 1: Quiz Test 1 Opens Friday, Week 4 at 9.00am AEST (Chapters 1, 2, 3, 4 & 11)

Week 5 - 06 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Tutorial - 5
Technology and Change in International Markets	Text chapter 5	Assessment 1: Quiz Test 1 Closes Friday, Week 5 at 5.00pm AEST

Mid-term Vacation Week - 13 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
Vacation week		

Week 6 - 20 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Tutorial - 6
International Market Selection and Entry, and Competitive Strategy	Text chapters 8 and 9	Assessment 2: Individual Report Due: Week 6 Friday (24 Aug 2018) 11:00 pm AEST

Week 7 - 27 Aug 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Tutorial - 7
Modifying Products for International Markets	Text chapter 13	Assessment 1: Quiz Test 2 Opens Friday, Week 7 at 9.00am AEST (Chapters 5, 8, 9 & 13)

Week 8 - 03 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Tutorial - 8
International Pricing for Profit	Text chapter 14	Assessment 1: Quiz Test 2 Closes Friday, Week 8 at 5.00pm AEST

Week 9 - 10 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Promotion in International Marketing	Text chapter 15	Tutorial - 9

Week 10 - 17 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic
Effective International Distribution	Text chapter 16	Tutorial - 10

Week 11 - 24 Sep 2018

Module/Topic	Chapter	Events and Submissions/Topic

Tutorial - 11

Marketing Services and Projects
Internationally

Text chapter 17

**Assessment 1: Quiz Test 3
Opens Friday, Week 11 at 9.00am
AEST**

(Chapters 14, 15, 16 & 17)

**Assessment 3: ALL students to
upload their PPT and Word Scripts
Distance students to include the
Voice-over the PPT**

**Assessment 3: Oral presentations
begin for on-campus (internal)
students**

**Assessment 3: Group Work (PPT
presentation and Word script)**

Due: Week 11 Monday (24 Sept 2018)
5:00 pm AEST

Week 12 - 01 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
		Tutorial - 12
International Marketing: Contemporary Environmental Variables and Future Focus	Text chapters 6 and 18	Assessment 1: Quiz Test 3 Closes Friday, Week 12 at 5.00pm AEST Assessment 3: Oral presentations continue for on-campus (internal) students

Review/Exam Week - 08 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic

Exam Week - 15 Oct 2018

Module/Topic	Chapter	Events and Submissions/Topic
There is no exam scheduled for this unit		

Assessment Tasks

1 Assessment 1: Online Quizzes

Assessment Type

Online Quiz(zes)

Task Description

Assessment task 1 comprises of three (3) online quizzes each worth 10%. Each quiz contains 30 multiple choice questions and needs to be completed in 60 minutes. You have one week to complete each quiz, with questions based on chapters from the text book. There are no extensions of test dates for online quizzes. Please refer below for quiz information and important advice regarding online quizzes for Assessment 1.

Quiz Test 1:

- Study resources refer to content from Weeks 1 - 4, Chapters 1, 2, 3, 4 and 11
- **Test opens on Friday of Week 4 at 9:00am AEST and closes on Friday of Week 5 at 5:00pm AEST**

Quiz Test 2:

- Study resources refer to content from Weeks 5 - 7, Chapters 5, 8, 9 and 13
- **Test opens on Friday of Week 7 at 9:00am AEST and closes on Friday of Week 8 at 5:00pm AEST**

Quiz Test 3:

- Study resources refer to content from Weeks 8 - 11, Chapters 14, 15, 16 and 17
- **Test opens on Friday of Week 11 at 9:00am AEST and closes on Friday of Week 12 at 5:00pm AEST**

Notes and Important Advice:

- The system keeps records of your tests' scores.
- All times shown are in Australian Eastern Standard Time (AEST) - you may need to adjust for your own time zones if completing the online tests.
- Each test has a time limit of 60 minutes and can only be taken once.
- Please do not open the test until you are ready to complete the entire test.
- Only 1 attempt at each test is allowed.
- You must aim to have the quiz tests completed by the closing date.
- There is no penalty for a wrong answer.
- You need to study the textbook, PowerPoint slides, and this unit profile carefully.
- There will be no sample quizzes.
- You do not have the option of multiple attempts in this piece of assessment.
- Responsibility for access, ISP, browsers, connection and the computer you use (irrespective of who owns it) remains with the student. Failure of equipment is not grounds for special consideration, extensions of tests or special arrangements. Use of computers/computer labs on university campuses does not absolve students of their responsibility for having reliable and continued access to the worldwide web.
- Do not wait until the last minute. The Unit Coordinator will not open quizzes again for problems related to LAST MINUTE ATTEMPTS. Special consideration or arrangements will not be granted where the student attempts to complete the online test WITHIN THE LAST 48 HOURS of the test and encounters problems that cannot be resolved before the expiry of the online test.
- Refer system access problems (e.g. MOODLE login or password issues) to the Client Service Centre at tasac@cqu.edu.au as early as possible.
- "My computer has frozen up during an online test - what do I do?" The first thing to do is "don't panic"! Email the unit coordinator immediately for assistance identifying YOUR FULL NAME, STUDENT NUMBER, COURSE CODE, CAMPUS, THE QUIZ NUMBER AND THE NATURE OF THE PROBLEM. Any omissions of this required information may delay a response.
- You must aim to have the quiz tests completed by the closing date.
- If a student requests a reset of their quiz and the Unit Coordinator agrees to that request, but subsequently the student does not complete the test within the deadline, it will be deemed that the test has not been completed and a score of ZERO will apply. Note that the determination of whether the online test result was affected by technical difficulties will be solely the prerogative of the Unit Coordinator. Simply doing poorly in a test and then asking for a reset will not be considered.

Number of Quizzes

3

Frequency of Quizzes

Other

Assessment Due Date

Please see the instructions above and/or on the unit Moodle site for quiz opening and closing times

Return Date to Students

Auto feedback on quiz completion

Weighting

30%

Assessment Criteria

Multiple Choice Questions and Answers, where students will find and select the best possible answer out of the given choices.

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Individual Assessment

Learning Outcomes Assessed

- critique and discuss the key concepts of global marketing environments and businesses;
- evaluate and demonstrate major theories and current practices of global business marketing;
- implement the research techniques for identifying and evaluating overseas markets;
- evaluate and communicate the market entry processes of global firms; and
- analyse and formulate market entry and marketing mix strategies for global firms.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility

2 Assessment 2: Individual Report

Assessment Type

Written Assessment

Task Description

Assessments 2 and 3 are both related. Ensure you read through Assessment 3 before you begin Assessment 2.

This challenging assessment will provide you a real world experience through an applied and innovative task. You have been hired as the Marketing Manager of Yellow Tail Wines (<https://www.yellowtailwine.com/wines/>). Your CEO has decided to market Yellow Tail™ to:

- Canada,
- United Kingdom, or
- China.

They have asked you to write a report on the marketing of Yellow Tail™ in any **ONE** of the above countries of your choice after conducting a strategic analysis of the following environments: economic and financial; political and legal; social and cultural; and technological.

To prepare the report, you should read current news articles to ensure you understand issues faced by this company. It is highly recommended that you also read various academic materials before writing this report, so that you may support your arguments with theories and market information. You will be expected to have consulted books, **at least 15 relevant** academic journal articles, conference proceedings, theses, dissertations, market reports and so on to prepare the report. You should start working on the assessment as early as Week 4.

You can use the CQUniversity library database and Google Scholar to find journal articles. Remember to reference them in-text as you use them and add them immediately to your reference list. You must use APA Referencing and if using Endnote, you need to download and use the latest version.

The **suggested report structure** is as follows: title page with unit name and code, student name, student ID and campus and date; table of contents; background information on product and the country of your choice; discuss the variables (economic, political/ financial, social/cultural, technological) that may affect your international marketing campaign in that country; list the references (**at least 15 academic references**).

Maximum length: 1500 words (excluding references)

Be creative! To enhance the presentation of your report, use numbered headings and sub-headings to specify the information required for each of the above criterion. The assessment marking criteria below should guide you for this assessment task, in particular the weighting attributed to each section of the assessment task. Please use Times New Roman with font 12 and 1.5 line spacing.

Important Note: Selection of references from Wikipedia, www.NetMBA.com, www.marketingteacher.com, www.tutor2u.com, etc. will be treated very negatively. These are not appropriate sources for your academic assignment and their use is not acceptable.

All assignments are to be submitted online through the MRKT20057 Moodle site. All reports will be checked by Turnitin to compare the report to other sources and will provide students and lecturers with a similarity score for the report. Reports with a similarity score index of more than 20% will be checked for plagiarism (although it may not necessarily mean that the student has plagiarised).

Assessment Due Date

Week 6 Friday (24 Aug 2018) 11:00 pm AEST

Upload via Moodle

Return Date to Students

Week 8 Friday (7 Sept 2018)

Weighting

40%

Assessment Criteria

Marking criteria	Maximum
Structure, grammar, presentation, referencing	10
Background information on product and country	10
Economic and financial environment	20
Political and legal environment	20
Social and cultural environment	20
Technological environment	20
TOTAL	/100
Reduced to a grade out of 40	/40

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Individual submissions to be uploaded via Moodle

Learning Outcomes Assessed

- critique and discuss the key concepts of global marketing environments and businesses;
- evaluate and demonstrate major theories and current practices of global business marketing;
- implement the research techniques for identifying and evaluating overseas markets;
- evaluate and communicate the market entry processes of global firms; and
- analyse and formulate market entry and marketing mix strategies for global firms.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

3 Assessment 3: Group Work (PPT presentation and Word script)

Assessment Type

Group Work

Task Description

REMEMBER: Assessments 2 and 3 are related.

Organise yourself into teams of 2 or 3 people by signing up for groups allocated in Moodle. (See information in Moodle for further guidance.)

For Assessment 3, your group is expected to choose ONE of the countries that you worked on in Assessment 2 (Canada, United Kingdom or China) where you will market Yellow Tail™.

In your group presentation, you will provide the following:

- Explain the rationale for your choice
- Market selection and entry strategy
- Competitive strategy
- Pricing strategy
- Promotion strategy
- Distribution strategy
- Concluding recommendations

You are expected to read widely to support your analysis and justify your recommendations. You must include **at least 15 references** to support your ideas. I suggest you use the CQUniversity library database and Google Scholar to find journal articles. Remember to reference them in-text as you use them and add them immediately to your reference list. You must use APA Referencing and if using Endnote, you need to download and use the latest version.

All assessments should be submitted online through the MRKT20057 Moodle site. All reports will be checked by Turnitin to compare the report to other sources and will provide students and lecturers with a similarity score for the report. Reports with a similarity score index of more than 20% will be checked for plagiarism (although it may not necessarily mean that the student has plagiarised).

Instructions for your written Word document with references

- The maximum length of the word script is 1500 words, excluding references
- Please use Times New Roman with font 12 and 1.5 line spacing
- You need to upload this Word document in Moodle under Assessment 3

Instructions for the PPT slides (10 PPT slides, max. 10 minutes oral presentation or voice-over)

- You are to produce a maximum of 10 Powerpoint slides, and present for a maximum of 10 minutes (oral presentation or voice-over).
- The oral presentation or voice-over should be a maximum of 10 minutes to discuss the above.
- Use the marking criteria for this assessment as a guide to include what is needed in the slides.
- You do not need to read the in text referencing or references at the end of the slides when presenting your oral or recording your voice-over for the PPT presentation.
- As far as possible, as this is a team effort, we would like to hear all voices of the students involved in the group especially on the metro campuses. For distance education students, we would understand if this is not possible.
- On-campus (internal) students will be presenting their PPT presentations in class time during Weeks 11 and 12.
- Distance students are required to provide a voice-over on your slides (see notes below).

For Distance students:

To record your voiceover, you should use a headset with microphone preferably or speak loudly if you use the inbuilt microphone on your laptop/computer. Please make sure your voice is clear, can be heard and understood when playing the Powerpoint slides BEFORE you upload your work into Moodle.

The Powerpoint slides will need to be uploaded in Moodle under the "Assessment 3" link.

Do NOT insert your audio as a wav.file into the slides because we will not be able to hear you if it is not embedded in the file. To check if it works, you could send your PPT file to a friend and see if they can hear it. Please do not send to the Lecturer or Unit Co-ordinator to check.

For hints on how to convert a PowerPoint slide to a presentation with voice over, please view the link below. Adding Voice Over to PowerPoint Presentations in 5 Easy Steps:

<http://www.emergingedtech.com/2012/12/add-voice-over-to-powerpoint-presentations-in-5-easy-steps/>

Note: this is a team assessment business report.

Why is a group work important?

The success of international venture creation, investment, management and marketing activities is often reliant upon national and international network building, firm's capabilities in communication and teamwork, cross-cultural understanding, critical and rationale thinking, and processing and managing information and technology. This group assessment is aiming to practice and develop the above stated critical skills and abilities.

What would you do to build a team?

This is a team-based assessment, where you have to allocate yourself to any of the teams through the course Moodle site. I would suggest you to make a team whom you can communicate with on a regular basis. The link, "build your team for group work", is available in Week 1 slot. Click on this link, and then select the group and click on the "choice" button, and finally, scroll down and click on the "save my choice" button.

There should be no more than 3 members in a group. The objective of this team-based assessment is to have increased communication in English, network building, cross-cultural understanding and further strengthening your critical and rational thinking abilities. Therefore, it is expected that you, as a team player, will practise and achieve these critical skills. Exchange your communication IDs (Skype/E-mail/Facebook) and/or phone numbers etc., and start your team work. You can also download Zoom.us, which is free and allows you to call meetings and upload these meetings into your email calendar as well as giving video feeds and you can share your work on the screen so that all team members can see it.

Final Instructions

- Do NOT click on 'Final submission' of files in Moodle unless ALL FILES (PPT file, Word Script) have been uploaded.
- All assignments are to be uploaded into Moodle and not sent to the Unit Co-ordinator's email address for marking.
- You need to start working on this assessment as soon as Week 6 as it involves lots of research, preparation and team effort and do not wait until the last minute to do this assessment.

Assessment Due Date

Week 11 Monday (24 Sept 2018) 5:00 pm AEST

All students to upload their PPT and Word Scripts - Distance Students to include the Voice-over on the PPT

Return Date to Students

This is a summative assessment, and hence, there will be no feedback for this group task.

Weighting

30%

Assessment Criteria

Marking criteria	Maximum
Professional PowerPoint Presentation. Including title slide with student names, student numbers, unit code and name, campus, term and year and assessment number AND introducing team members and what will be covered in the presentation	20
Introduce the country you have chosen and justify why	10
Market selection and entry strategy	10
Competitive Strategy	10
Pricing Strategy	10
Promotion Strategy	10
Distribution Strategy	10
Concluding Recommendations	10
Reference list	10
TOTAL	/ 100
Reduced to a grade out of 30	/ 30
Penalty for plagiarism if applied	
Late penalty if applied (1.5 marks per late day)	
Individual score - Team members	

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Individual submission of group assessment plus group evaluations through Moodle site.

Learning Outcomes Assessed

- implement the research techniques for identifying and evaluating overseas markets;
- evaluate and communicate the market entry processes of global firms; and
- analyse and formulate market entry and marketing mix strategies for global firms.

Graduate Attributes

- Knowledge
- Communication
- Cognitive, technical and creative skills
- Research
- Self-management
- Ethical and Professional Responsibility
- Leadership

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem